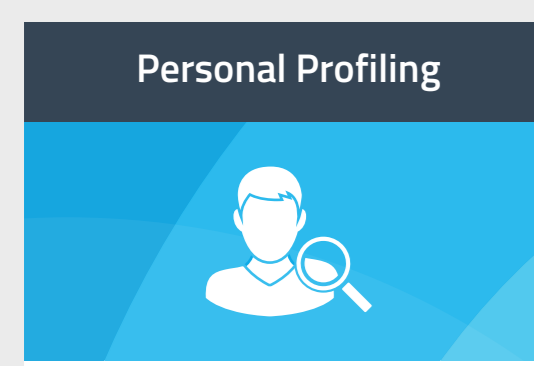


GlobalWebIndex Data Coverage 2014

TARGET AUDIENCE MACRO CROSS PLATFORM DEEP DIVE



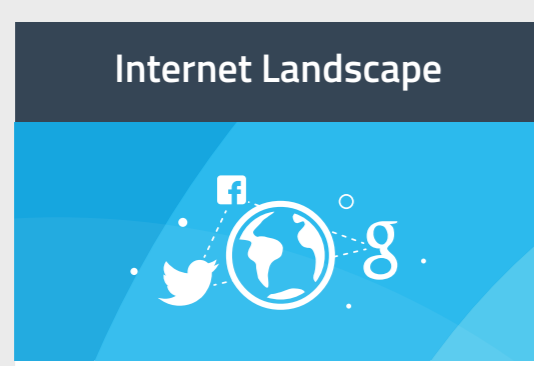
PERSONAL PROFILING

DEMOGRAPHICS
World Region
Country
Local Region
Urban Context
Ethnic Background (USA and S. Africa)
Location of Birth (Saudi/UAE Only)
Income
Income Segments
Living Status
Gender
Age Group
Education
Marital Status
Children in Household
Age of Children in the Household
Food Shopper Power

PROFESSIONAL LIFE
Employment Status
Work Sector
Company Size
Current Position
Areas of Responsibility
Decision Making Power

ATTITUDES & LIFESTYLE
Self Perceptions
Outlook on the World
Outlook on the Web

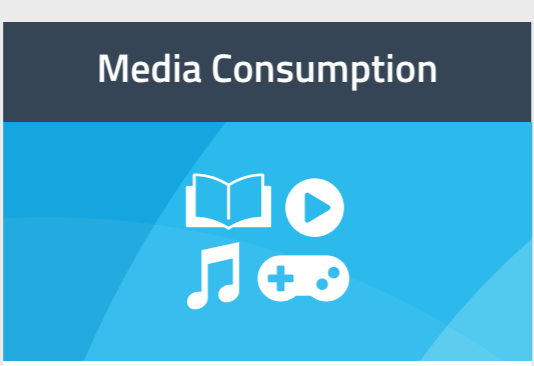
INTERESTS / PASSIONS
Areas of Interest
Areas of Interest Online



INTERNET LANDSCAPE

ACCESS POINTS
Internet Connection Type
Internet Device Access
Internet Point of Access/Location
Device Sharing
VPN Access

INTERNET USAGE MOTIVATIONS
Research for work
Networking for work
Education
Stay in touch with friends
Update my friends with my life
Meet new people
Entertainment (e.g. gaming, films, TV)
Research / find products to buy
Share my opinion
Share content
Stay up to date on news / events
Research how to do things
Organize my life
Express myself
Take on a different personality
Fill up spare time
To get inspired / get ideas
Change other people's opinions
Share & promote my business expertise
Feedback on companies and brands

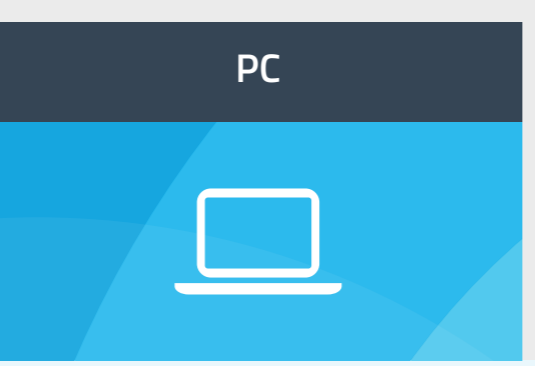


MEDIA CONSUMPTION

CROSS MEDIA CONSUMPTION
Time Spent Watching TV
Time Spent Listening to Radio
Time Spent Reading Physical Press
Time Spent Online on PC/Tablet/Laptop
Time Online on Mobile
Time Spent Watching Online TV
Time Spent Listening to Online Radio
Time Spent Reading Online Print/Press
Time Spent Playing Game Consoles

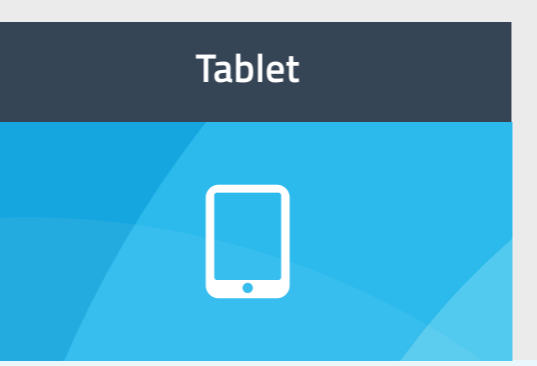
SECOND-SCREEN CONSUMPTION
Multitasking - TV and Online
Second Screen Behaviors

GAMING PLATFORMS
Gaming Activities



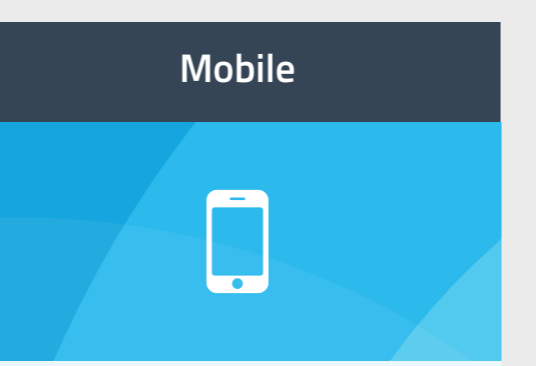
PC

Uploaded photos online
Watched a video clip
Uploaded a video online
Managed your social network profile
Written your own blog
Used a micro-blogging service
Subscribed to an RSS feed
Used an aggregator
Used instant messenger
Made a phone call online / Used VOIP
Used webrmail
Used online office applications
Edited / managed own website
Used internet banking
Commented on a story
Written a news story / article
Posted a comment on a forum / message board / BBS website
Purchased a product online



TABLET

Reviewed a product or brand online
Used a social bookmark service
Asked or answered a question on a question and answer service
Bought a product or service through a group-buying website
Used a social networking service
Search for product or service to buy
Purchased an online service
Sold a product online
Searched using a location based service
Listened / watched a podcast
Listened to LIVE radio online
Listen to music on a music streaming service
Watch TV shows on demand (not live) through an Internet service
Watched a full length film
Watched a full length sports program
Streamed a full length TV show LIVE



MOBILE

Uploaded photos online
Watched a video clip
Uploaded a video online
Managed your social network profile
Written your own blog
Used a micro-blogging service
Subscribed to an RSS feed
Used an aggregator
Used instant messenger
Made a phone call online / Used VOIP
Used webrmail
Used online office applications
Edited / managed own website
Used internet banking
Commented on a story
Written a news story / article
Posted a comment on a forum / message board / BBS website
Purchased a product online

GLOBAL WEB BRANDS TRACKED (=105 LOCAL BRANDS)

PC SPECIFICATIONS

Web Browser/Browser Used
Operating System

TABLET SPECIFICATIONS

Operating Systems (OS)

MOBILE SPECIFICATIONS

Mobile Features
Operating Systems (OS)

TYPES OF WEBSITES VISITED

MOBILE APPLICATIONS

Types of Applications Downloaded
Types of Applications Used (last month)
Specific Applications Used

MOBILE DEEP DIVE

Mobile Actions

HANDSET BRAND

Mobile Brand Awareness
Mobile Brand Ownership
Mobile Brand Recommendation



SOCIAL MEDIA ENGAGEMENT

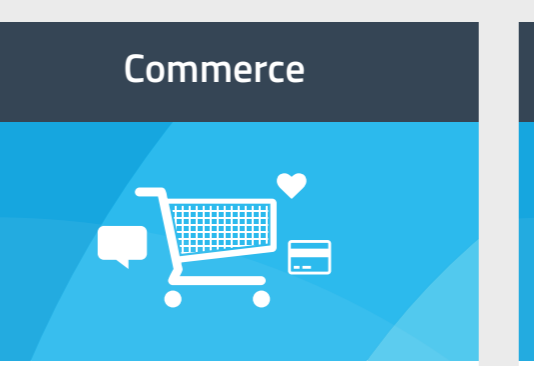
Accounts
Contribution
Frequency

SOCIAL PLATFORM BEHAVIOR BY DEVICE
Social Platform Behavior on a PC
Social Platform Behavior on a Tablet
Social Platform Behavior on a Mobile

SOCIAL MEDIA CONSUMPTION
Time Spent on Social Networking
Time Spent in Micro-blogging Services
Time Spent in my Blog and Blogging

BLOGGING DEEP DIVE
Blog Behavior/Actions
Frequency of Updates

SOCIAL PLATFORMS TRACKED



COMMERCE

PURCHASE BEHAVIOR & INTENTION
Major Purchase Involvement
Major Purchase Intention
Minor Purchase Involvement

ONLINE PURCHASING & RESEARCH
Products Researched Online
Products Purchased Online

INFLUENCE AND ADVOCACY
Influence Power by Category
Conversations/Mentions by Platform
Products Talked About Online

PAID CONTENT
Content Consider Paying for
Content Have Paid for



MARKETING IMPLICATIONS

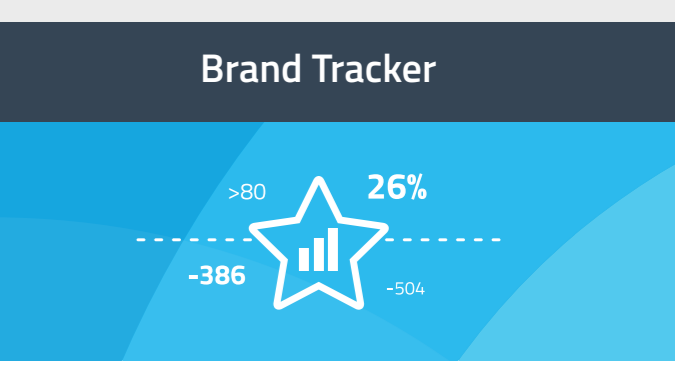
BRAND DISCOVERY
Sources of Brand Discovery (Online and Offline)
Sources of Consumer-Driven Product Discovery (Online)
Online Brand Discovery for High Cost Products
Online Brand Discovery for Day to Day Purchases
Online Brand Discovery for Experience Focused Services
Online Brand Discovery for Subscription Services

BRAND ROLE
Brand Role in Consumer's Life

BRAND ENGAGEMENT
Online Brand Engagement for High Cost Products
Online Brand Role Engagement for Day to Day Purchases
Online Brand Role Engagement for Experience Focused Services
Online Brand Role Engagement for Subscription Services

BRAND ACTIVATION
Interaction in the Past Month
Motivations to Drive Purchase Consideration
Motivations to Advocate Favourite Brand

B2B MARKETING
B2B Purchase Influences



BRAND TRACKER

COUNTRY COVERAGE

AMERICAS
US // Canada // Mexico // Argentina // Brazil

EMEA
UK // Ireland // France // Germany // Italy // Spain // Netherlands // Poland // Turkey // Russia // Sweden // Saudi Arabia // UAE // South Africa

APAC
China // Hong Kong // Singapore // India // Indonesia // Japan // Malaysia // Vietnam // Thailand // Taiwan // South Korea // Australia // Philippines

AREAS OF INTEREST

Adventure Sports
Beauty Products
Books / Reading
Business
Cars / Automobiles
Celebrity News and Gossip
Decorating / DIY / Home Improvements
Economy / Finance
Environmental Issues
Fashion and Style
Film / Movies
Fine arts / Culture
Food / Restaurants / Cooking
Gadgets
Gaming
Health and Fitness
Music
Personal Finance / Investment
Personal Health Care

Pets / Pet Care
Photography
Playing Sport
Politics
Science and Technology
Small / Micro Business
The Internet / Websites
Travel and Exploring new places
Watching Sport
Wildlife / Nature

ATTITUDES MEASURED

I am a risk taker
I tend to make decisions quickly, based on 'gut feel'
It is important for me to feel respected by my peers
I like to pursue a life of challenge, novelty and change
I am interested in other cultures and countries
It is important to me to continue to develop new skills throughout life
I regularly inform friends and family on new products / services
I always like to try new products
I am very career orientated
Once I find a brand I like I tend to stick to it
I tend to buy the premium version of the product
I always strive to achieve more in life
I am comfortable borrowing money
I look after my appearance, my image
I would consider myself to be much more affluent than the average
I would pay more for sustainable / eco friendly products
I feel more insecure leaving the house without my mobile phone than my wallet
Family is the most important thing in life
I like to stand out in the crowd
I am a brand conscious person

I am indifferent to what is 'in' right now / what is popular
I like to keep up with the latest fashions
Money is the best measure of success
I am interested in other cultures and countries
I find that I am easily swayed by other people's opinion
When buying products and services, I always like to seek an expert opinion before purchasing
You should seize opportunities when they arise
I like to challenge and push myself to be the best I can be in life
Other people view me as adventurous
I try to fit as much into my day as possible
I like to explore the world around me
I am constantly connected online
I'd rather sign up for a membership to a product / service than pay extra to own it
I would buy a product/service simply for the experience of being part of the community built around it
My favorite brand plays an integral part in my online life and experience
I tend to opt in for personalized loyalty rewards from brands
I would rather spend money on a unique experience than a status brand
I feel positive about the global economy

I feel positive about the future of the environment
I regularly try new foods from other countries
It is important to stay in touch with what is going on in the world
I think it is very important to contribute to the community I live in
I would like to work and live abroad
The websites I visit are always in my own native language
There is too much choice online
The Internet makes me feel closer to people
Online networking leads to social isolation
I am concerned about the Internet eroding my personal privacy
I just don't understand computers and new technology
Technology makes life more complicated
Having the latest technological products is very important to me
I prefer to talk to people face to face rather than via the phone or email
I tend to buy brands I see advertised
I am proactive about investing money
It's critical for me to be able to be contactable at all times in terms of my private life

PRODUCT CATEGORIES TRACKED

Desktop computer
Portable media player (e.g. iPod)
Mobile phone
Flat screen TV
Games console
DVD player
Satellite / cable TV
Broadband / high speed Internet
White goods e.g. fridge, washing machine
Car / automobile
Motorcycle
Furniture / home equipment
Holiday (in my own country)
Holiday (abroad)
Laptop (ultra portable laptop, smaller than 10" screen)
Netbook (ultra portable laptop, smaller than 10" screen)
Blu ray player
e-Reader
Tablet device (e.g. iPad)

Soft drinks / bottled water
Beer
Wine / spirits
Packaged food / ready meals
Non food household products (e.g. cleaning products)
Snack foods
Chocolate
Sports equipment
Clothes
Shoes
Travel e.g. plane tickets / hotel
Music
Films
Books
Financial product (e.g. insurance)
Personal items (e.g. watches / handbags etc)
Healthcare & pharmaceutical products
A gift for someone

A skincare / haircare / beauty product
Pet food
Shampoo
Hair Conditioner
Home Hair Treatment
Fragrances / Perfume
Skincare / Moisturizer
Laundry Detergent
Fabric conditioner
Air freshener / care products
Online Services/ applications (e.g. iCloud)

